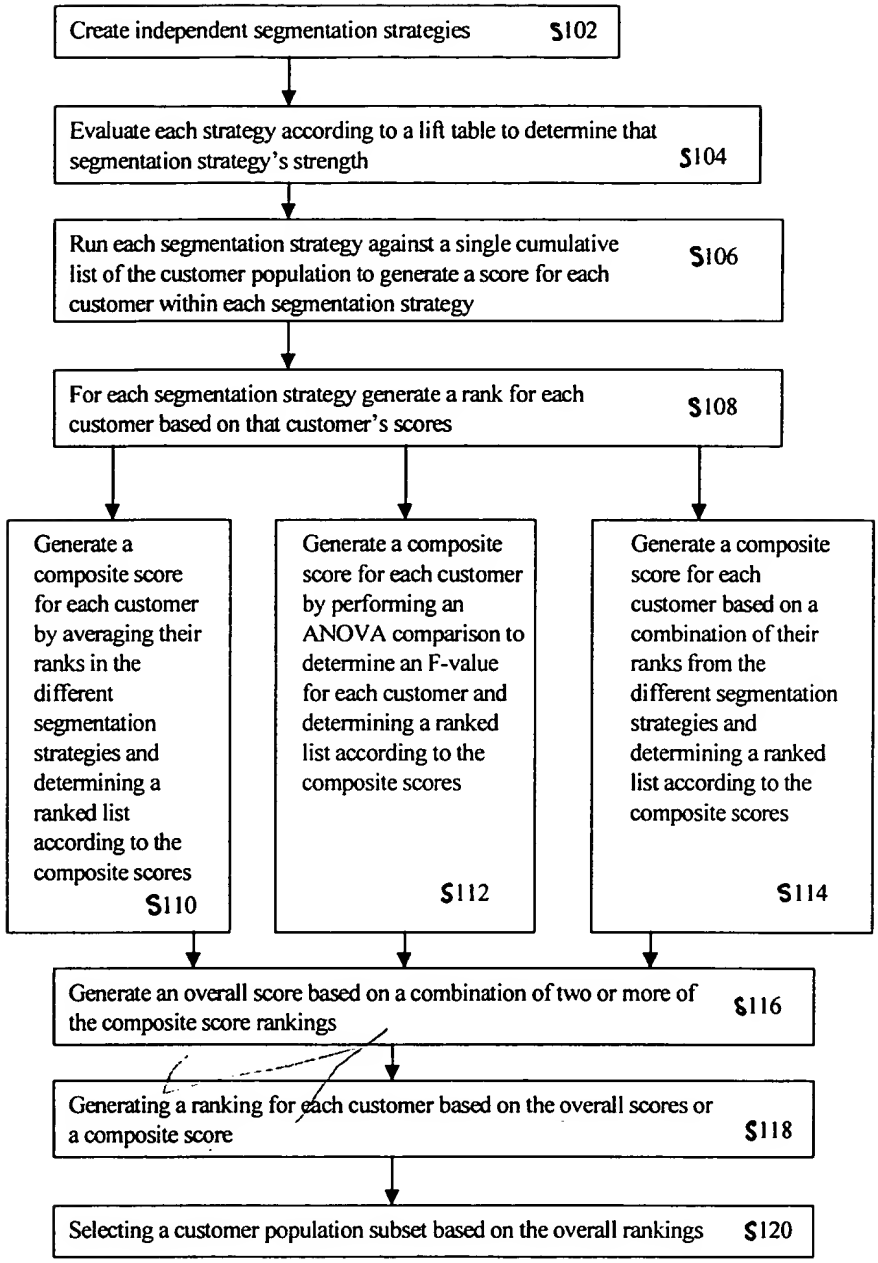
Create independent segmentation strategies S102
Evaluate each strategy according to a lift table to determine that segmentation strategy's strength S104
Run each segmentation strategy against a single cumulative list of the customer population to generate a score for each customer within each segmentation strategy S106
For each segmentation strategy generate a rank for each customer based on that customer's scores S108
Generate a composite score for each customer by averaging their ranks in the different segmentation strategies and determining a ranked list according to the composite scores S110
Generate a composite score for each customer by performing an ANOVA comparison to determine an F-value for each customer and determining a ranked list according to the composite scores S112
Generate a composite score for each customer based on a combination of their ranks from the different segmentation strategies and determining a ranked list according to the composite scores S114
Generate an overall score based on a combination of two or more of the composite score rankings S116
Generating a ranking for each customer based on the overall scores or a composite score S118
Selecting a customer population subset based on the overall rankings S120

FIG 1

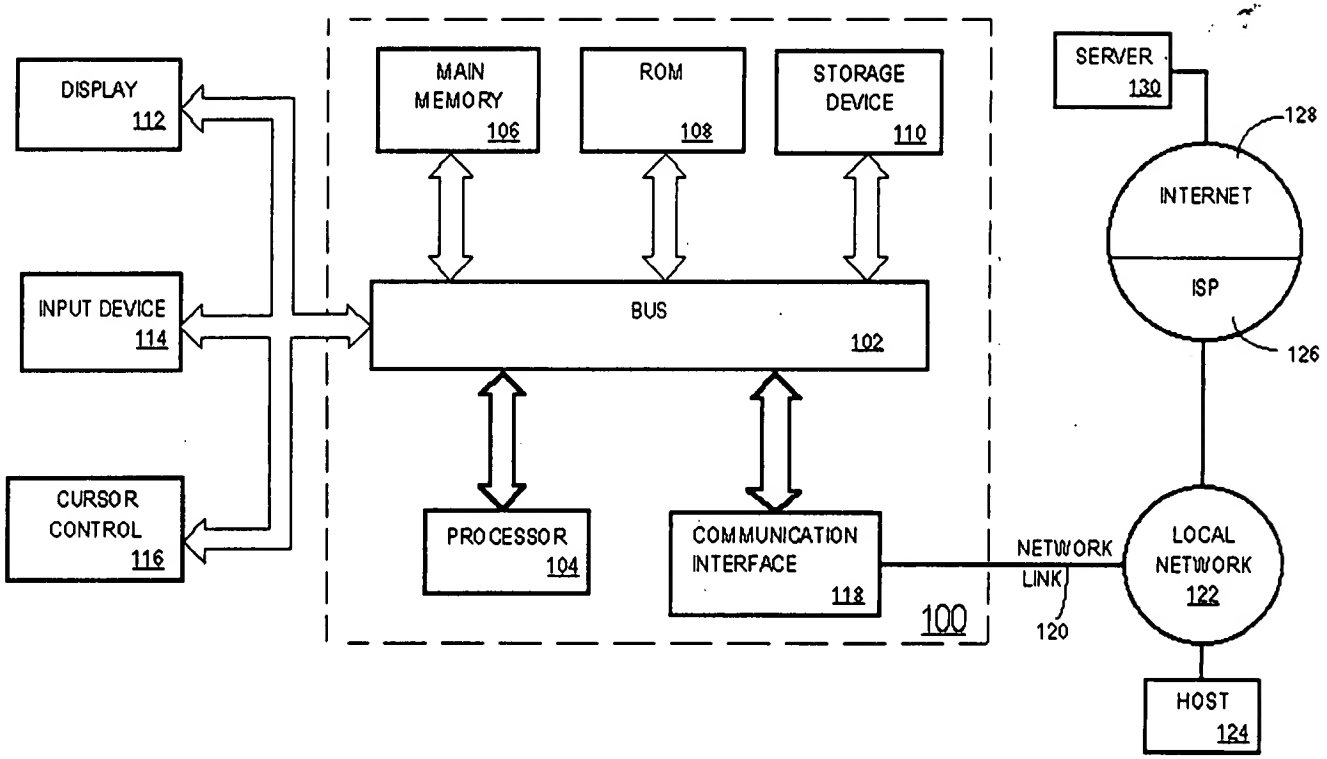
DISPLAY
112
INPUT DEVICE
114
CURSOR
CONTROL
116
MAIN
MEMORY
106
ROM
108
STORAGE
DEVICE
110
BUS
102
PROCESSOR
104
COMMUNICATION
INTERFACE
118
100
NETWORK
LINK
120
SERVER
130
128
INTERNET
ISP
126
LOCAL
NETWORK
122
HOST
124

FIG 2